

Wood County



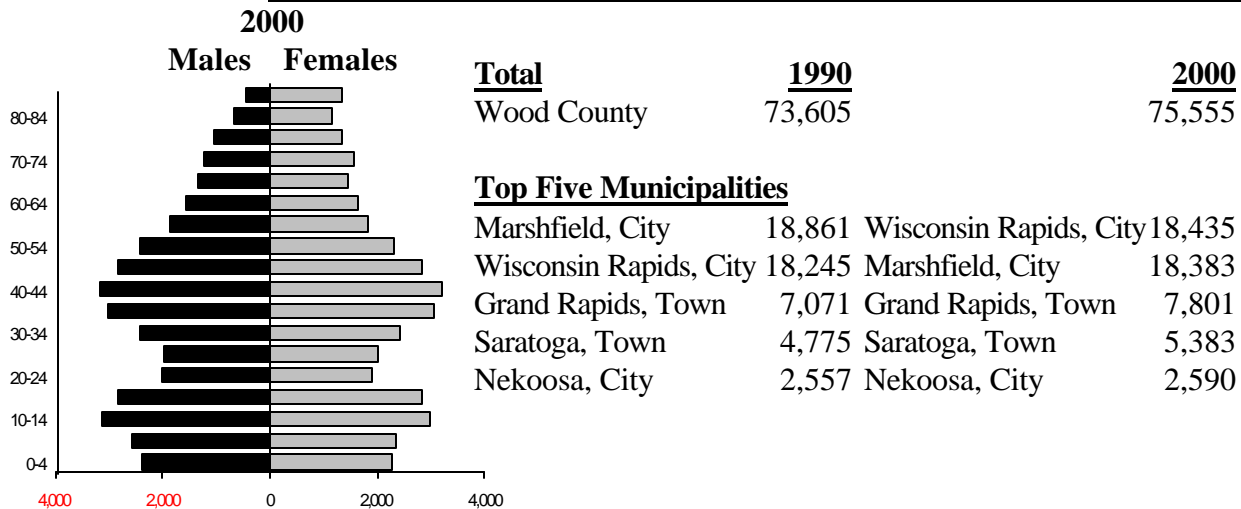
...experienced a 2.6% increase in population between 1990 and 2000, resulting in a 2000 total population of 75,555. In 2000, the county had 95.3 persons per square mile, a density slightly lower than the state as a whole. The median age in Wood County is 38.0, indicating a slightly older population than the State of Wisconsin, which has a median age of 36.0 years. The largest municipality is the City of Wisconsin Rapids.

The median value of owner-occupied housing in Wood County is \$81,400. 1.0% of the housing units are seasonal, a value much below the state's average of 6.3%.

Farmland covers 43.2% of the county, while 42.9% of Wisconsin land is used for farming. The county is 42% forested and has 78 of the State's 15,057 lakes.

In Wood County, Stora Enso North America Corporation employs more workers than any other manufacturing firm, and Marshfield Clinic is the largest non-manufacturing employer. The Service industries generate the largest share of the county's total personal income. Wood County's 1999 median household income was \$41,595.

Population



Quality of Life

	<u>Wisconsin</u>	<u>Wood</u>
Persons per Square Mile, 2000	98.8	95.3
Number of Staffed Hospital Beds, 1995	16,070	705
Average Birth Rate per 1,000 population, 2000	12.9	11.6
Public School Enrollment, 2000-2001	879,476	13,840
Number of 2000 Public High School Graduates	58,545	1,097
1999-2000 Public High School Dropout Rate	2.3%	1.8%

Vital Statistics

	<u>1990</u>		<u>2000</u>	
	<u>Wisconsin</u>	<u>Wood</u>	<u>Wisconsin</u>	<u>Wood</u>
Birth Rate (per 1,000)	14.8	14.1	12.9	11.6
Death Rate (per 1,000)	8.7	8.8	8.7	9.2
Number of Marriages	38,934	650	36,100	561
Number of Divorces	17,727	266	17,337	284

Housing

	<u>1990</u>	<u>2000</u>
Total Number of Housing Units	28,839	31,691
Number of Single-Unit Structures	21,837	24,241
Number of Multiple-Unit Structures	4,797	5,598
Number of Single Units Permitted	153	95
Number of Multiple Units Permitted	62	128
Percent Seasonal Housing	1.4%	1.0%
Median Value, Owner-Occupied	\$50,500	\$81,400
Median Rent	\$272	\$379

Recreation

<u>1995 Number of:</u>	<u>Wisconsin</u>	<u>Wood</u>
Campgrounds	1,106	13
Campsites	75,367	667
Hiking Trails (in miles)	5,617	44
Mountain Biking Trails (in miles)	3,155	34
Cross Country Skiing Trails (in miles)	4,154	44
Snowmobile Trails (in miles)	14,896	189
Visitor Expenditures, 2000	\$11,046,539,344	\$109,891,611

Income

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Total Personal Income	\$702,418	\$1,340,588	\$2,144,512
Non-Farm Personal Income (in thousands)	\$679,255	\$1,322,199	\$2,136,844
Farm Income (in thousands)	\$23,163	\$18,389	\$7,668
Per Capita Income	\$9,612	\$18,187	\$28,379
Transfer Payments (in thousands)	\$93,995	\$179,634	\$292,989
Proprietor Income (in thousands)	\$60,213	\$77,700	\$73,198

Banking

<u>2000</u>	<u>Wisconsin</u>	<u>Wood</u>
Savings Institutions-Offices	396	8
Savings Institutions-Savings Capital (Millions)	\$12,761	\$241
Commercial Banks-Offices	1,720	31
Commercial Banks-Deposits (Millions)	\$62,618	\$931

Government Finance

<u>1997</u>	<u>Wisconsin</u>	<u>Wood</u>
Total Property Taxes Levied (in 1000's)	\$5,144,206	\$69,845
Effective per Capita Property Tax	\$997	\$916
Total Expenditures (in 1,000's)	\$17,139,825	\$249,279
In Dollars per Capita	\$3,322	\$3,271
As Percent of Total:		
Education	43.2%	46.1%
Health & Hospital	4.5%	6.5%
Police	5.0%	4.2%
Fire	2.3%	2.0%
Public Welfare	6.8%	5.4%
Highways	7.7%	8.2%

Retail, Service, Wholesale

<u>1997</u>	<u>Wisconsin</u>	<u>Wood</u>
Number of Retail Sales Establishments	21,717	355
Sales (in thousands)	\$50,520,463	\$950,540
Annual Payroll (in thousands)	\$4,826,217	\$83,005
Number of Service Establishments	55,618	582
Receipts (in thousands)	\$48,559,607	\$246,042
Annual Payroll (in thousands)	\$18,990,629	\$83,425
Number of Wholesale Establishments	8,025	85
Sales (in thousands)	\$57,192,863	\$636,867
Annual Payroll (in thousands)	\$3,764,944	\$44,125

Manufacturing

<u>1997</u>	<u>Wisconsin</u>	<u>Wood</u>
Number of Establishments	9,936	117
Number of Employees	562,479	9,421
Total Payroll (in 1,000's)	\$18,766,395	\$363,262
Production Workers, average number	416,254	7,764
Production Worker Hours (in 1,000's)	837,444	15,453
Production Worker Wages (in 1,000's)	\$11,952,570	\$268,190
Value Added (in 1,000's)	\$54,947,083	\$996,665
Value of Shipments (in 1,000's)	\$117,382,992	\$2,535,553

2002 Top Employers

<u>Top Five Manufacturing Firms</u>	<u>Number Employed</u>	<u>Product/Type of Business</u>
Stora Enso North America Corp.	1000+	Paper Mills
Domtar Inc.	1000+	Paper Mills
Marshfield Doorsystems Inc.	500-999	Millwork
Wick Building Systems Inc.	500-999	Mobile Homes
Renaissance Learning Inc.	250-499	Prepackaged Software
<u>Top Five Non-Manufacturing Firms</u>		
Marshfield Clinic	1000+	Doctors' Offices and Clinics
St. Joseph's Hospital of Marshfield	1000+	General Hospital
Roehl Transport Inc.	1000+	Trucking
Wisconsin Rapids Public School	1000+	Elementary and Secondary School
County of Wood	500-999	Executive & Legislative Offices

Employment by Industry

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	16	47	(L)
Construction	1,343	1,884	2,224
Manufacturing	10,412	10,727	9,760
Transportation and Public Utilities	1,791	2,760	3,619
Trade	8,603	10,887	12,055
Services	10,623	14,964	18,779
Government	4,301	4,635	4,859

Income by Industry

In Thousands:	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	\$1,836	\$233	\$65
Construction	\$22,548	\$54,087	\$89,636
Manufacturing	\$232,480	\$380,151	\$469,802
Transportation and Public Utilities	\$31,853	\$72,973	\$146,920
Trade	\$86,208	\$140,789	\$210,214
Services	\$119,060	\$290,085	\$634,914
Government	\$58,526	\$114,561	\$178,313

Natural Resources

	<u>Wisconsin</u>	<u>Wood</u>
Land Area (square miles)	54,310	793
Total Forest Land (in thousands of acres)	15,964.8	215.4
Commercial	15,702.5	215.4
Non-Commercial	262.3	0
Percent Land in Forests	46%	42%
Number of Lakes	15,057	78
Total Acreage of Lakes	982,155	6,245

Farming

<u>1997</u>	<u>Wisconsin</u>	<u>Wood</u>
Number of Farms	65,602	968
Land in Farms (acres)	14,900,205	219,258
Average size of Farm (acres)	227	227
Sales by Selected Products (in 1,000's):		
Hay, Silage, and Field Seeds	\$106,572	\$1,167
Vegetables, Sweet Corn, and Melons	\$149,443	(DS)
Fruits, Nuts, and Berries	\$140,140	\$36,358
Nursery and Greenhouse Crops	\$157,348	\$1,191
Poultry and Poultry Products	\$241,523	\$59
Dairy Products	\$2,746,950	\$41,210
Cattle and Calves	\$670,518	\$5,354
Hogs and Pigs	\$151,164	\$653

Notes:

(NA) - Not available

(DS) - Data suppressed; not shown to avoid disclosure of confidential information

(L) - Less than 10 persons employed in "Employed by Industry" or less than \$50,000 in "Income by Industry"

Number of Single-Unit Structures - Number of housing units standing alone

Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units

Percent Factory Jobs - Percent of employed persons working in factories

Services - Includes services and finance, insurance, and real estate

Trade - Includes retail and wholesale trade

SOURCES:

TEXT

1999 Median Household Income, U.S. Bureau of the Census, Census 2000

POPULATION

U.S. Department of Commerce, Bureau of the Census.

2000 Census of Population and Housing

Table P8: Sex by Age

1990 Census of Population and Housing

Table P001: Persons

2000 Census of Population and Housing

Table P1: Total Population

Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.

Top Five Municipalities

QUALITY OF LIFE

U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts

Persons per Square Mile

Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care

Number of Staffed Hospital Beds, 1995

Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report

Table 23: Number of Births by County of Residence, Wisconsin 1980-2000

Wisconsin Department of Public Instruction, Statistics and Reports, Student Data

Raw Data for Public School Enrollments, Graduates, and Dropout Rates

VITAL STATISTICS

Wisconsin Department of Health and Family Services, Vital Statistics Reports

Wisconsin Births and Infant Deaths, 2000

Table 23: Number of Births by County of Residence

Wisconsin Deaths, 2000

Table 3: Deaths by County of Residence

Wisconsin Marriages and Divorces, 2000

Table 4: Monthly Marriage Totals by County

Table 6: Divorces and Annulments by County

HOUSING

U.S. Department of Commerce, Bureau of the Census, Census 2000.

Table H1: Housing Units

Table H30: Units in Structure

Table H8: Vacancy Status

Raw Data for Seasonal Housing

Percentages

Table H76: Median Value for Specified

Owner-Occupied Housing Units

Table H56: Median Contract Rent

U.S. Department of Commerce, Bureau of the Census, Census 2000.

CenStats Databases:

Building Permits, Annual 2000

Note: Data for some counties are not exact because some municipalities had no available data (NA).

RECREATION

Wisconsin Department of Natural Resources.

Unpublished Data for Wisconsin Statewide

Comprehensive Outdoor Recreation Plan for 1991-1996.

Wisconsin Department of Tourism, Research and Travel Trends

1993-2002 Economic Impact of Traveler Expenditures by County

INCOME

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

BANKING

Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables

Table 07: County (June 30, 2000)

GOVERNMENT FINANCE

U.S. Department of Commerce, Bureau of the Census.

Census of Governments, 1997. County Area Finance and Employment Fact Facts.

RETAIL, SERVICE, WHOLESALE

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997.

EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997. Economic Census, 1997. Summary Statistics.

Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

MANUFACTURING

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

TOP EMPLOYERS

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

EMPLOYMENT BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

INCOME BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

NATURAL RESOURCES

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. Wisconsin Forest Statistics, 1996. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, Wisconsin Lakes PUB-FM-800 99Rev.

Inland Lake Summary Information by County

FARMING

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

Published July 2003 by:

The Wisconsin Department of Commerce

201 W. Washington Avenue

P.O. Box 7970

Madison, Wisconsin 53707-7970

1-800-hel-pbus

(608) 266-1018

Fax: (715) 267-0436

mt@commerce.state.wi.us

<http://commerce.state.wi.us>

Prepared by:

NorthStar Economics, Inc.

University Research Park

510 Charmany Drive, Suite 173

Madison, Wisconsin 53719

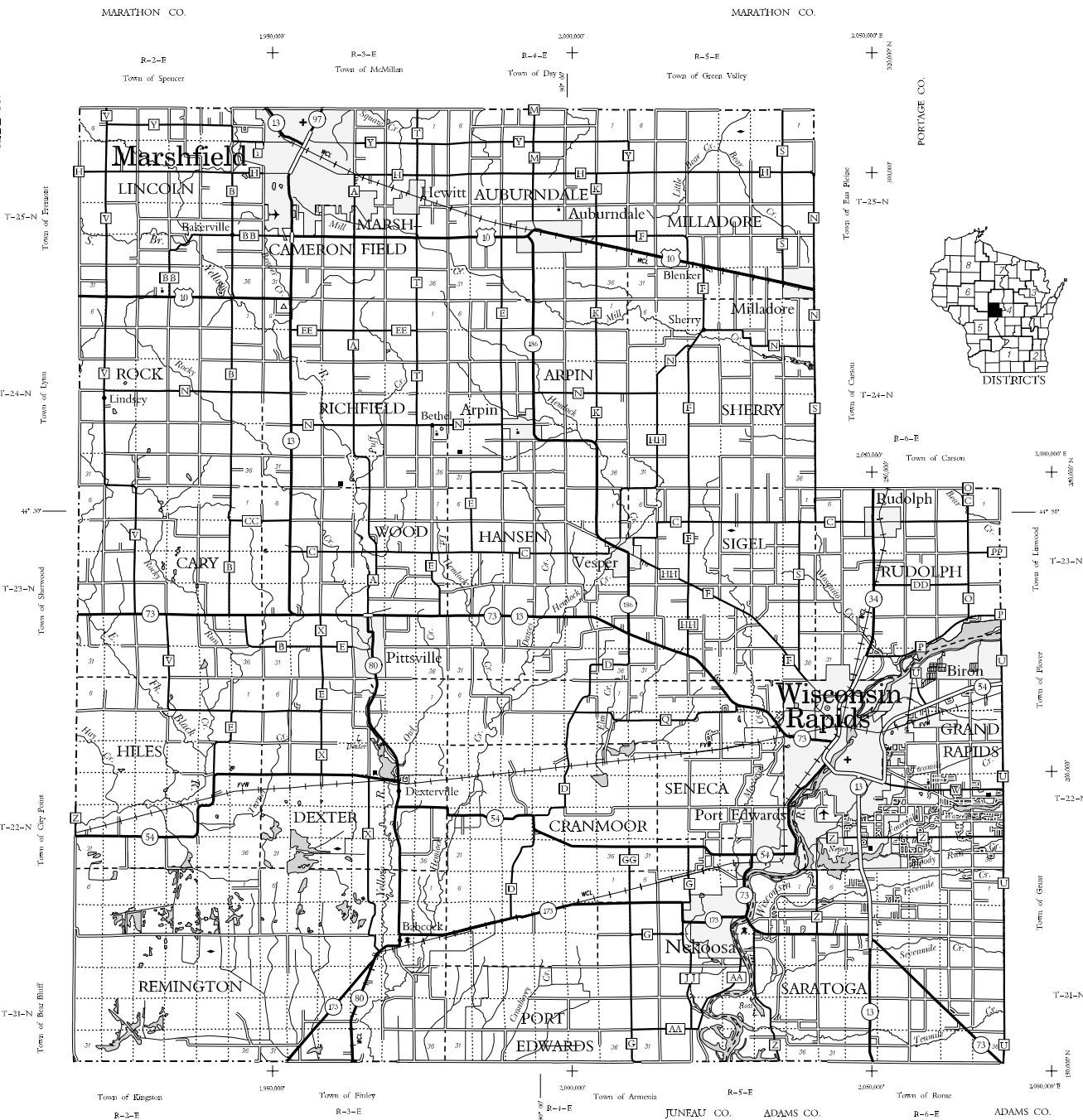
(608) 441-8060

Fax: (608) 441-8064

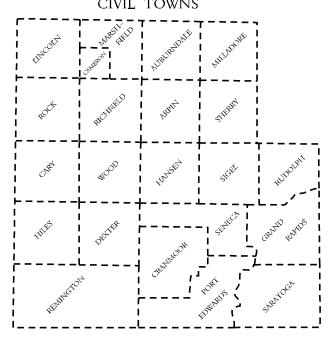
nstar@northstareconomics.com

<http://www.northstareconomics.com>





- LEGEND**
- Freeway
 - Multi-lane Divided
 - U.S. or State Hwy
 - County Trunk Hwy
 - Town Road
 - Firelane
 - Railroad
 - State Trail
 - Interchange
 - Highway Separation
 - Interstate Highway No.
 - U.S. Highway No.
 - State Highway No.
 - County Highway Letter
 - State Boundary
 - County Boundary
 - Civil Town Boundary
 - Section Line
 - Dike
 - Hospital
 - Schools
 - Airport
 - County Seat
 - Unincorporated Village
 - Fish Hatchery
 - Game Farm
 - Public Hunt or Fish Geds.
 - Public Camp & Picnic Geds.
 - Ranger Station
 - State Park
 - County Park
 - Wayside
 - Chain of Ties - Marshfield/Wood Co.



SECTION NUMBERING OF A TOWNSHIP

6	5	4	3	2	1
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36

MILES OF HIGHWAY as of Jan. 1, 1995

STATE	180
COUNTY	336
LOCAL	1234
OTHER	2
TOTAL FOR COUNTY	1752

Land Area (1990 Census) ... 790 sq mi
Population (1990 Census) ... 7905
County Seat ... Wisconsin Rapids

WOOD CO.
DEPARTMENT OF TRANSPORTATION
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Created for
JAN. 2000
Map compiled from U.S.G.S. Quadmaps
100,000 Series